



We Make  
Gift Buying Such a Simple Matter

Our easy payment plan is so satisfactory—no red tape—no inquiring into one's ancestors and ancient history. No delays! Come see how easily we meet your every demand. Our offer says—

**A Dollar or Two a Week Will Do to Furnish a Home Here.**



Santa Claus advises you to make this big, busy store your headquarters—for the following three reasons in particular:

**THE FIRST REASON.**

We operate 40 different stores. We buy, therefore, in immense quantities, and our customers obtain the lowest possible prices accordingly.

**ANOTHER REASON.**

We have over a million dollars to fall back on, and so CASH commands for us prices such as others who buy on time cannot command.

**A THIRD REASON.**

We're out of the "high rental district." You do not pay an "extra profit" for the landlord. Again you benefit. Surely this store is headquarters for the economical.

This announcement contains a mere handful of the thousands of items of interest to the holiday buyers. The particular purchaser who knows and appreciates what's what in home furnishings, will not fail to come to this big, busy store.

**Fine Golden Oak  
Chiffonier**



This fine, GOLDEN OAK CHIFFONIER, rubbed and polished, has a glass 20x24, a nice piece of Furniture for your bedroom—

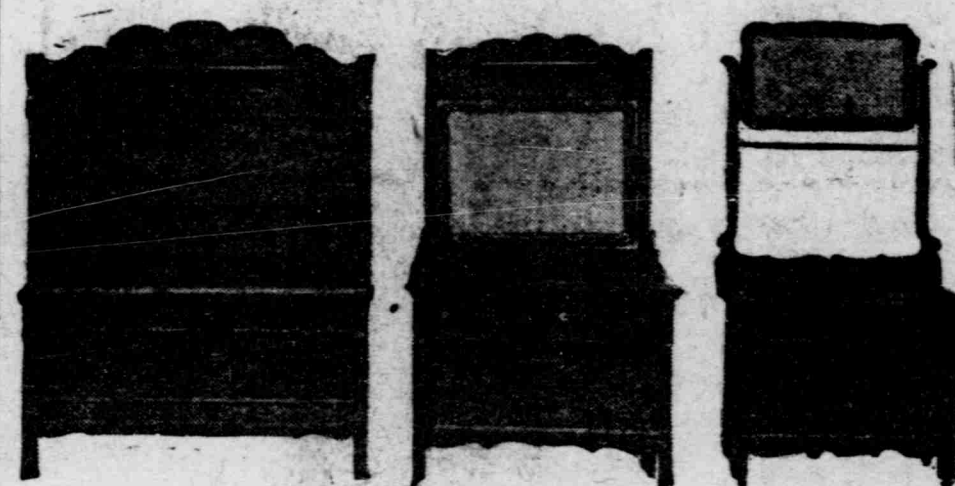
Only  
**\$13.50**

\$1.00 down, \$1.00 a week.



A fine line of both oak and mahogany finishes, upholstered in velour, verona and fabrikoid, with prices running from

\$10, \$11, \$17.50 and up to \$24.



We are showing here three pieces of an 11-piece bedroom suite, consisting of one Dresser with 24x30 inch mirror, one Washstand, 18x20-inch mirror, one Bed with heavy roll footboard, four good, broad-seat Chairs with straight backs, one large Arm Rocker, one Center Table with 24-inch top, one set of Springs with 120 coils, and one 35-pound cotton Mattress—this sale for

**\$65.00** \$1.00 Down, \$1.00 a Week.

**HANDSOME  
BUCK RANGE**

This handsome Buck Range has an oven 18x20 inches, with six 8-inch holes, lined throughout with asbestos—goes for

**\$40**

\$1 down, \$1 a week.



**This Late Design  
Desk**

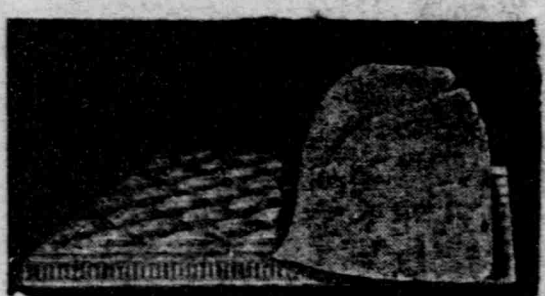
in either golden oak or mahogany finish, extra finish—special

**\$12**

\$1 down, \$1 a week.



**45-lb. Felt Mattress.**

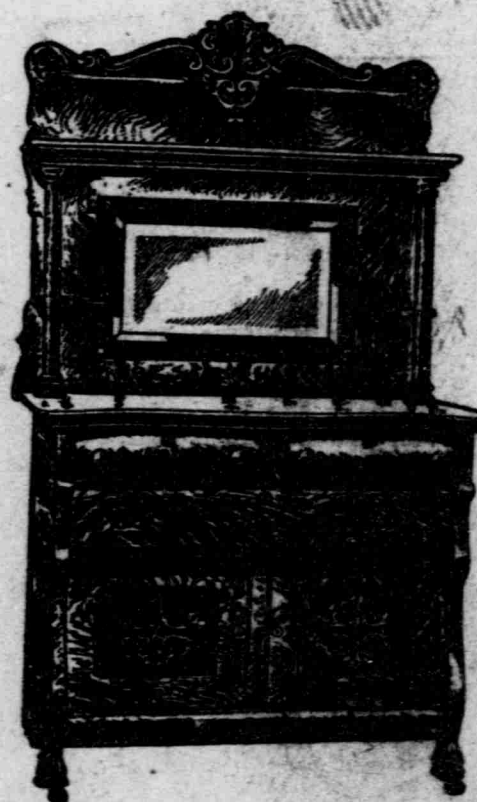


This is our Special FELT MATTRESS—45 pound of pure white felt, roll edge, a great value for this price—

**\$9.00**

\$1 down, \$1 a week.

**THIS SOLID OAK  
SIDEBOARD**



This solid oak Sideboard, as illustrated, 24 inches wide, 44 inches long, fine bevel Fench plate mirror, elegantly finished, the latest pattern, for

**\$25**

\$1 down, \$1 a week.

**FURNITURE AN  
A-1 XMAS GIFT**

EVERY MEMBER OF THE FAMILY MAY BE MADE HAPPY WITH A WELL CHOSEN HOLIDAY GIFT OF SOME ATTRACTIVE PIECE OF FURNITURE.

Pensacola people are awakening to the fact that, after all, there are no holiday gifts more suitable, more acceptable and infinitely more fitting than attractive pieces of furniture. For all that you may know, your gift of some article of attractive wood work may be treasured for years in the family of your fair one as a priceless heirloom, and the memories of you and your little kindness go down as a part of the rose tinted history of Christmases past and that particular Christmas when you gave the quaint little spindle legged table, perhaps, to the lady of your dreams.

Furniture adds a touch of undisputed charm when it is new and well chosen and possesses the distinction of being either very much in style and up-to-date, or on the other hand, as antiquated and passe as your own grandmother's wedding finery.

A household, the members of which have not received one of these new holiday touches, has missed one of the best elements of a sane, well planned holiday tide, and the short coming may be so very easily remedied!

Grandfather would be delighted with a leather padded, comfortable footstool. He may possibly have been a gay old fellow in his time, with a good aristocratic case of the gout—or, in fact, rheumatism may have attacked him in all the ruthlessness of old age; in either case, he will welcome the attractive footrest with all due enthusiasm.

Try it and see. Grandmother will welcome a working table, with an attractive little sewing basket attached.

Father will revel in a great easy Morris chair, and you may delight mother in a hundred different ways. She will revel in a set of new parlor furniture; the dining room may just possibly need an overhauling in the furniture line, and then there are scores of dainty trifles which delight the heart of the eternal feminine.

Get a piano for the charming daughter of the household.

If she already possesses an instrument, one of the new stools or perhaps a music rack will be just the thing. An entire dainty new suit for her bed room will evoke floods of enthusiasm which will be appreciated indeed.

And the boy. Get him a pocket edition of the "really grown up" Morris chair that you gave his father. Furnish it with an array of brightly hued pillows, and you will be surprised how he will curl up in his own particular and private domain on the chilly nights, and spend his time with his favorite book.

After all, when it is all over, when Christmas time is a thing of the past and a joy forever, and when father and mother put their heads together, perhaps to count the profit and loss of the thing in its entirety, the one sane and only conclusion to be made is that the most valuable, the least perishable, and the entirely satisfactory gifts have been those which have been purchased at the furniture store. There have been no fears that these good-sense gifts have been snatched before arriving at their destinations, and there is a decided feeling on the part of those who have made the gifts that the recipients have been entirely pleased.

No one can afford to let another Christmas go by without trying the furniture scheme of attending to your gift list.

You have no idea how easy it is to dispose of this knotty list of names if you will walk into some reliable furniture store, tell your wants to a salesman whom you can trust, and order the things sent round on Christmas day.

There you have it. No packing, no unnecessary confusion, and a feeling that, after all, you have done a correct and creditable thing.

The practice of giving furniture for Christmas gifts, in fact, is one which is increasing in favor among a large percentage of the people, and particularly among those who have already tried it. If you allow the Christmas of 1908 to slip by without having made the experiment, you will stand in your own debt.

Taking No Chances. "I notice that Susan is going with the big, blond German." "Yes, they seem to be very fond of each other."

"Are they engaged?" "She doesn't know, but she hopes they are. You see, she cannot understand him very well. But so as not to take chances she answers 'Yes' to every question he asks."

Too Much. Mrs. Benham—Henry, I am more than glad that you don't drink now, but how did you come to leave off? Benham—You remember the last time your mother was here? Mrs. Benham—Yes, Benham—Well, one night I came home in pretty bad shape and saw three of her. That settled it.

Diplomacy. It was evidently her first trip to the hair goods department of the great emporium, and she was noticeably embarrassed.

"I—er—wish to loan a—some—er—false hair," she stammered. "Very well, miss," responded the diplomatic salesman. "What shade does your friend wish?"

Explained. Old Gentleman (to newsboy on the common)—Can you tell me, my lad, why that bell is ringing? Boy—Yes, sir; some one's pulling the rope.

The Journal delivered at your door, 10c a week.

**COLLINS FURNITURE COMPANY**

**26-28  
East  
Garden**